

## **SUNA extends Brisbane Freeways coverage**

*Intelematics' SUNA Traffic Channel has improved and extended its Brisbane freeway coverage*

**21 September, 2011** – SUNA Traffic Channel will extend its Brisbane coverage to include the Clem Jones Tunnel and the recent upgrade of the Gateway Motorway for Brisbane Airport. SUNA already provides extensive traffic coverage for South East Queensland covering all areas from North of Brisbane to South of the Gold Coast where traffic is an issue.

SUNA provides its High Density traffic coverage using multiple sources of traffic data that it has exclusive access to. This includes traffic information feeds direct from the state road authorities including data used to control the traffic signals, speed and location information from thousands of GPS probe vehicles and incident data from local authorities.

GPS probe vehicles, sometimes referred to as 'floating vehicles', measure their location, bearing and speed at regular intervals and then uploads this information to servers using a cellular data connection. GPS data provides a highly accurate measure of travel times which is important on freeways where data from traffic signals is not available.

Speaking at the National Intelligent Transport Systems Summit on the Gold Coast, Adam Game, Chief Executive Officer, Intelematics Australia, said "Using probe data in conjunction with traffic signal data provided SUNA with unequalled coverage of both freeway and arterial roads."

To ensure drivers always have the latest information, SUNA continuously streams the traffic information to drivers. New traffic messages are generally delivered to the navigation unit within seconds of them being processed by the SUNA traffic centre.

"The radio delivery method used by SUNA not only gets messages to the driver in a continuous stream, it also allows the service to be provided at no additional cost for the life of the device," said Game.

SUNA is continuously improving its service and adding to its fleet of probe vehicles.

“Most of SUNA’s customers will be unaware of the changes because they don’t need to be - their SUNA traffic service takes care of traffic information for them.”

“All they will need to do is switch on the service and they will be directed by the service to the routes that will either take them to the office or take them home in the timeliest and most stress-free way possible,” Game added.

Intelligent Transport Systems Australia (ITS Australia) is the national organisation focused on facilitating the development and deployment of advanced technologies across all modes of transport - air, sea, road and rail - to improve safety and productivity. Adam Game is a guest speaker at the ITS Summit, being held on the Gold Coast from 20-22 September.

Motorists can find out more information on SUNA by visiting [www.sunatraffic.com.au](http://www.sunatraffic.com.au).

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#### **About Intelematics Australia**

Intelematics Australia is a wholly owned subsidiary of the RACV and is a founding member of Global Response – a strategic telematics alliance covering Europe, North America and Australia, with more than 80 million motoring club members.

Globally recognised for innovation, Intelematics Australia’s services include safety and security, fleet and workforce management, real-time traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelematics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelematics Australia is a leading provider of OEM telematics programs within the Asia Pacific region and works in partnership with its clients to create tailored programs that bring benefit to vehicle manufacturers, their maintenance and retail channels, and motorists.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Mio, Navigon, Navman, Navteq, Navway, ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru, Samsung, Mercedes-Benz, Clarion and Pump TV.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan population, with coverage in VIC, NSW, QLD, ACT, SA, and WA. SUNA is Australia’s only digital traffic service broadcast using the international RDS-TMC standard which is supported by most GPS and automotive brands. SUNA content is also offered to developers of online and smart-phone applications.

For more information on Intelematics, visit [www.intelematics.com.au](http://www.intelematics.com.au)

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